



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**  
**FIRST YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMS**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 122**

**COURSE TITLE: INTRODUCTION TO JOURNALISM**

**DATE: 26/7/2022**

**TIME:**

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### **INSTRUCTION TO CANDIDATES**

**Instructions: Answer Question One and any other Two Questions**

**TIME: 2 Hours**

*This Paper Consists of 3 Printed Pages. Please Turn Over. ►*

**KIBU observes ZERO tolerance to examination cheating**

## **INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

**Time: 2 HOURS**

*This paper Consists of 2 Printed Pages. Please Turn over*

### **QUESTION 1**

- a) Journalism is more of a science and an art. Discuss the validity of this statement (20mks)
- b) Explain why communication is not always successful process (10mks)

### **QUESTION 2**

- a) Explain briefly why horizontal and vertical communication is important in an organization (5mks)
- b) Briefly explain what you will consider as Unethical Organizational Communication ethics (15mks)

### **QUESTION 3**

- a) Assume that you are a senior reporter invited to address journalism students in a nearby college. Explain to them why interview is essential "tool" to journalism (10mks)
- b) Briefly explain the consideration to be noted while writing for the radio (10mks)

### **QUESTION 4**

- a) A number of constraints influences journalist's job. Explain some of this issues (20mks)

### **QUESTION 5**

- a) Explain Any five required ethical adherence to journalism practice in Kenya as highlighted by media council of Kenya (20mks)